

the
lively ones
need this
tough
economical

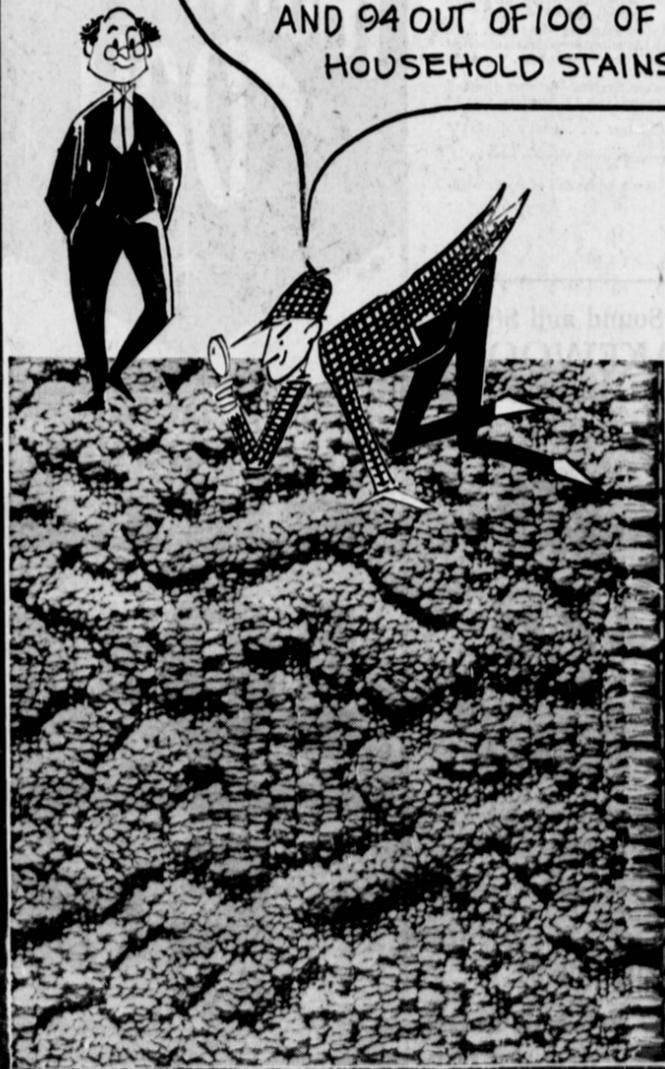


Herculon

carpet of

EXTRAORDINARY!
VANISHED WITHOUT A TRACE!

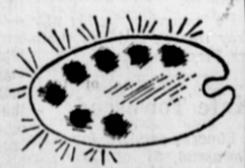
QUITE SO, MY GOOD FELLOW! BUT IT'S
ELEMENTARY, MOST ELEMENTARY. YOU SEE...
THIS IS THE NEW **HERCULON** CARPET BY **MAGEE**
AND 94 OUT OF 100 OF THE MOST COMMON
HOUSEHOLD STAINS WIPE RIGHT OFF.



THICK BULKY PILE Herculon's high bulking properties give this carpet a really plush, luxurious feeling underfoot.



EXCELLENT WEAR-ABILITY Long life even when used in heavy traffic areas.



7 MARVELOUS FASHION SHADES. A sparkling collection of decorator colors keyed to current home fashions trends and tastes!



EASY TO CLEAN, KEEP CLEAN Wipe away almost any stain with just detergent and water.



LOCKED-IN COLORS These hues won't fade in sunlight or dim with age.

AMAZING ISN'T IT WATSON,

That a carpet so full of bounce, so brilliantly colored, also possesses such inner strength and toughness. You can get away with practically anything on Magee's Herculon polypropylene olefin fiber. Spillings stay on the surface, even fudgy fingermarks whisk away with a swish of a soapy sponge. What's more, you can't run a Magee carpet ragged. It takes traffic in stride. Can't be squelched by running, restless feet Outwears even your children. The reason, Magee has put Herculon through the mill.

NO MONEY DOWN
3 YEARS TO PAY

\$ **7.95**
YARD

Completely Installed

To see carpet samples in the comfort of your own home phone—
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OPEN DAILY 9-9 SAT. 9-6 SUN. 10-5

ARTISTIC CARPETS
20352 HAWTHORNE BLVD., TORRANCE